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MHC Organizations : WMHC

Announcements and Correspondence
1962-1967

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Rose Dugdale

SPRINGFIELD DAILY NEWS

For release p.m. Sat. Dec. 15.

SOUTH HADLEY.....WHMC, the Mount Holyoke College radio station, has presented an FM radio to each of the 16 dormitories which were without sets. The entire student body will now be able to listen to the student-operated station.

Operating at 90.7 megacycles, the station offers a variety of music and news programs. Musical programs include opera, jazz, foreign music, and folksinging by three Mount Holyoke freshmen. One of the most popular programs features music from the basic music course laboratory sessions. News shows range through campus news, a U.N. report and general news and analysis.

A college quiz program between dormitories is planned for next semester. The station also hopes to purchase a series of tape-recorded lectures, possibly on economics.

Station manager is Nancy Welker,'63, of Lucerne,Pennsylvania; program director is Mary Allison '63 of Garden City, N.J; and Joan Hadley,'63, of West Lafayette,Ind., is technical director.

Christmas vacation begins for Mount Holyoke students at noon today(December 15,Saturday) . Classes resume on Thursday morning, January 3.

-30-

[Mar. 1947]

Mount Holyoke College
Radio Department

A radio studio was installed at Mount Holyoke in March, 1947, as a laboratory for students enrolled in a course in radio speaking and broadcasting. Gifts from outside donors and the availability of equipment made the studio possible at that time.

The Mary Lyon Room and a smaller adjoining room in the basement of Mary Woolley Hall were selected for conversion. These rooms presented an advantage of location, on the ground floor of a non-class room Building, set back from the street. Ideally, a studio to be soundproof should be windowless, but the location, plus the addition of insulation and drapery, makes it possible to control conditions so that the studio is, under almost all conditions, virtually soundproof, and can be rendered entirely free from interference.

Soundproofing, lining the walls with standard insulating material, was done under the direction of the college superintendent of buildings and grounds, Otto C. Kohler, in consultation with Frederick Saunders, acoustics expert and at that time visiting lecturer in the Mount Holyoke physics department, and with the help of a member of the WHYN (Springfield) radio station. All wiring, including the laying of a 110-volt circuit to replace the usual 220-volt circuit, was done by the chief college electrician, Anders C. Kjoller.

The major problem in construction involved cutting through the wall between the studio and control room for a

large, double and angled window. The cut had to be made into the structural frame of the building and necessitated the replacement of a steel beam. For the two rooms, studio 15'6" x 40' and control room 15' x 15', the total cost of construction was $480 and of insulating, $492, a total under $1000. The entire conversion was completed in two weeks.

In order to establish conditions equivalent to those of a commercial station, only standard, high fidelity equipment was purchased. Included in the equipment were two microphones (one poly-directional), two speakers (one baffle and the other box type), the control panel (consolette) with a monitor speaker by means of which the engineer or director could communicate with the studio, a turntable, and recording apparatus. A library of music and sound effects was also started.

Originally the radio studio was for rehearsal use, and programs were transported and transmitted from the studios of local stations. Stations located near the college, notably WACE (independent) of Chicopee and WHYN (of the Mutual Newwork), were eager to cooperate with the college in the presentation of programs. The college also made the studio available for rehearsal by such groups as the YWCA in the city of Holyoke.

The total cost of this complete, minimum, professional laboratory radio studio came to less than $3,500.

From the beginning, plans for expanding the studio were under consideration. The allocation of budget funds and re-

large, double and angled window. The cut had to be made into the structural frame of the building and necessitated the replacement of a steel beam. For the two rooms, studio 15'6" x 40' and control room 15' x 15', the total cost of construction was $430 and of installing, $402, a total under $1000. The entire conversion was completed in two weeks.

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sponsibility for planning and expansion were in the hands of Miss Nadine Shepardson, then Assistant Professor of Speech, now Professor of Speech and Drama.

Student interest in the studio led to the addition of a transmitter purchased with student funds in 1951. WMHC thus came on the air on November 4, 1951, as an AM station broadcasting to the campus. It was not licensed through the Federal Communications Commission, so at this stage broadcasts were piped into buildings daily by campus power lines, and were therefore not available outside the college community. An annual student tax for the support and maintenance of the station was voted in order to eliminate the necessity for commercial advertising.

With Miss Shepardson as adviser, interested and able students ran the station in all aspects: engineering, programming, script writing, announcing, producing. The average daily time of broadcasting was approximately two hours.

At the outset, most of the entertainment on WMHC-AM was made up of music, while a variety of programs was being planned. Campus news-casts, discussions between faculty and students on current world and campus problems, and plays were among the programs scheduled. World news was broadcast twice a day through the facilities of the New York Times.

The official staff was made up of about 30 girls, with an additional apprentice group and talent file totaling over one hundred.

After about four years of successful operation, a change

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Student interest in the studio led to the addition of a transmitter purchased with student funds in 1951. WSHC thus came on the air on November 4, 1951, as an AM station broadcasting to the campus. It was not licensed through the Federal Communications Commission, so at this stage broadcasts were piped into buildings daily by campus power lines, and were therefore not available outside the college community. An annual student tax for the support and maintenance of the station was voted in order to eliminate the necessity for commercial advertising.

With Miss Shepardson as adviser, interested and able students ran the station in all aspects: engineering, programming, script writing, announcing, producing. The average daily time of broadcasting was approximately two hours.

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The official staff was made up of about 30 girls, with an additional apprentice group and talent file totalling over one hundred.

After about four years of successful operation, a change

had to be made. The tightening-up of FCC regulations meant that almost all campus AM stations had to switch to FM, a process involving additional equipment and therefore more money. WMHC went off the air until the necessary changes could be financed.

In December 1956 President Roswell Gray Ham signed an application to the FCC for a building permit to erect an FM transmitter in the attic of Mary E. Woolley Hall. The first Broadcast over WMHC-FM was heard on April 29, 1957. The first program included a brief innaugural address, followed by a panel discussion on segregation.

Mount Holyoke was among the first colleges to operate on an FM frequency. WMHC-FM transmits with a power of 10 watts, and can be heard within a 20-mile radius. The cost of equipment and labor in making the change was approximately $2,700. This amount came partly from Mount Holyoke's earnings ($700) through our participation in the College Quiz Bowl Program, partly from Student Government dues allotted to the maintenance of the radio station, and partly from a special fund raised by alumnae and others interested in the station.

Planned broadcasts on the new FM station included discussions on current events; a foreign music program, including background information on each country and its culture; children's stories; a half-hour radio drama, written by students, every two weeks; a half-hour news program on Sundays, presenting a roundup and interpretation of the news of the week; a series on education today in which outside experts

were invited to speak; a student quiz show, "Meet Your Match?.

WMHC-FM began by operating three days a week, with eight hours a week total broadcasting ti e. This has been extended to four days a week (Monday through Thursday), and the hours have been doubled to 16. As with the original WMHC-AM station, all operating procedures are handled by the students, with the continued guidance of Miss Shepardson. About 40 students form the staff. Training for their various jobs is acquired through three or four initial training sessions of about an hour each, followed by a two-week period of actual practice with an experienced staff member.

Music still forms a large part of the program, with particular emphasis on classical music in the evening broadcasting hours of 7:00 - 10:00, and some light classical during the 5:00 - 6:00 late afternoon program. Most of the music is recorded, but live programs, musical and otherwise, are interspersed. Every two weeks, one student pianist presents a half-hour program of her own performance. Various other student musicians perform in the alternate weeks.

Faculty interviews of about half an hour are presented, during which faculty members discuss their own work and activities aside from their specific jobs in the College.

Other programs, arranged by members of the student body, are taped for special broadcasts. These include such things as a panel discussion on foreign affairs by the International Relations Club.

News casts are limited to campus events. Use of a wire service for outside news would cost $900 a year, a sum which

is completely outside of the present financial scope of the station.

The total yearly budget of WMHC-FM is $860. This is collected entirely through the $.60 annual dues contributed by each student for the maintenance of the station. The problems of operating on this limited budget are indicated by the fact that a similar college radio station in this area uses $5,000 a year!

Plans for expanding the services of WMHC-FM are being formulated, and increased funds are essential to this project. Especially needed are: a wire service ($900 a year) in order to broadcast national and world news; at least 100 records a year for building up the record library of the station, and for replacing records which have worn out; a new tape recorder and portable standing microphone of great sensitivity for taping conferences and other events on campus for later broadcasting. These additions and improvements would lead to increased hours of broadcasting by contributing to the variety of the material available for programs.

The more routine expenses of official stationery, postage, and a mimeograph machine must also be included in the budget, and as Dorothy Bunn, head of the station, said plaintively: "I'd like enough money to answer all those letters written to me as 'Dear Sir'." She would also like WMHC-FM to join the new educational network (CBA) centred in Bethleham, Pennsylvania, which arranges for exchanges of taped programs between colleges and universities. Miss Bunn explains that joining in this network would cause a substantial increase in expend-

itures, because of the high cost of the tapes alone.

Along with operating its own radio station, Mount Holyoke has joined Smith, Amherst, and the University of Massachusetts in developing a four-college radio program.

The first joint effort resulted, in September 1958, in the creation of WEDK-FM, which was set up by Smith, Amherst, Mount Holyoke, and the University, in conjunction with the Springfield School System. This station had a short existence, closing in February 1959, mainly because of the impossibility of maintaining a consistent transmitting signal of high quality within a wide enough area.

Plans for a four-college radio were still carried forward. WFCR-FM, organized and run by the three colleges and the University, went on the air in May 1961, at 88.5 megacycles, with a facility of 34,400 watts, and broadcasting within a 50-mile radius of its transmitter site, Mount Lincoln in Pelham.

Most of WFCR's broadcasts come out of the educational network in Boston (WGBH-FM), which makes it possible for live programs from a wide area to be presented. WFCR-FM is also linked with the station at Albany Medical College (WAMC -FM).

Although WFCR-FM has been in operation less than a year, it is becoming an increasingly important factor for the FM-listening public. Programs range from the announcement of activities open to the public in the four colleges, to live broadcasts of the Metropolitan Opera. Among recent programs

of particular cultural interest are: a series of lectures by Archibald MacLeish; concert Programs by noted musicians, including pianist Ignace Pdderewski, The Boston Symphony Orchestra, The Philadelphia Oratorio Choir, and organist E. Power Biggs; lectures by Dr. Charles A. Malik, William Steinberg, Allen Tate, Robert Penn Warren; daily news commentary by Louis Lyons; conversations with new authors and artists; panel discussions on current national and international problems by college faculty and students.

WFCR-FM hopes to continue expanding its programs to meet the particular needs of its listeners, and to bring to them an increasing variety of educational material. By combining their forces, Mount Holyoke, Smith, Amherst, and the University of Massachusetts have not only enlarged their own individual scopes, but are also performing a valuable service for large numbers of listeners outside their own local communities.

DN under "student activities"

162

Rosalie Hackley

HOLYOKE TRANSCRIPT-TELETRAM
For release

The Mount Holyoke College radio station, WMHC, has provided 9 of the 16 which did not have sets each dormitory on campus with FM radios so that the opportunity to listen to the student-operated station will be available to the entire student body.

The station, which operates at 90.7 megacycles, features a variety of music and news programs. The music shows range from jazz to classical, including opera, music from abroad, and folk-singing by three Mount Holyoke freshmen. Campus news, a U.N. report, and a news analysis are all weekly features.

The most popular program is the one that features music from the basic music course laboratory sessions.

Next semester the station hopes to purchase a series of tape-recorded lectures, probably on economics. They also plan a college quiz program on which the dormitories will compete.

The station manager is Nancy Welker, '63, of Lucerne, Pennsylvania; Mary Allison, '63, of Garden City, N.J., is program director; and Joan Hadley, '63, of East Lafayette, Indiana, is the technical director.

The fall term at Mount Holyoke will end on Saturday noon, December 15. Classes will resume on Thrsday morning, January 3.

-30-

Newsletter 2/65

Mount Holyoke News Bureau · South Hadley, Massachusetts 01075

Elizabeth Green, Director
536-4000, Area 413

RADIO AIRS CAMPUS TALENT

One of the busiest spots on campus these days is the small room in the basement of Mary Woolley Hall which houses WMHC, the Mount Holyoke student radio station.

Coping with a predominantly technical and masculine field has presented the girls on WMHC's staff with plenty of problems. But after eleven years of turbulent existence, the ten-watt FM station broadcasting from South Hadley at 90.7 is still expanding and experimenting. At the moment it broadcasts for 25 hours a week.

Station director Elizabeth Biermann, a senior from New York City, is full of enthusiasm for her demanding job. She emphasizes that WMHC gives opportunities "for both listening and training," and is quick to point out, "It's not all romance and fun. We have to deal with hundreds of irritating, everyday problems."

— more —

Mount Holyoke News Bureau · South Hadley, Massachusetts 01075

Elizabeth Green, Director
536-4000, Area 413

RADIO AIRS CAMPUS TALENT 2-2-2-2

"Seconds can seem as long as hours when you're filling in for a speaker who isn't ready," added one of the announcers sitting competently behind the control panel. "And a mislaid announcement or an incorrect switch or a record stuck on the turntable is always a haunting fear."

WMHC is run entirely by students with a radio engineer on call and Sam Wellbaum, instructor in speech, to give advice. Technical know-how is passed on from student to student and all 35 girls on the staff know how to operate the switchboard. Beginners serve a semester's apprenticeship to qualify them to take over their own programs.

New program ideas are thrashed out in conference by Elizabeth and her staff, then given a few trial runs before going on the air. Campus news and announcements play a vital part in the week's bill of fare, as do special student programs like foreign-language discussions and poetry readings. Music of all kinds is also popular.

— more —

Mount Holyoke News Bureau · South Hadley, Massachusetts 01075

Elizabeth Green, Director
536-4000, Area 413

Radio Airs Campus Talent 3-3-3-3

New programs this year include a weekly interview feature in which Mount Holyoke administrators describe their work, and "Pancrama," a topical discussion program on campus events.

In fact, as Elizabeth says, "there are unlimited opportunities for programs, and we hope to make the most of them."

####

August 11, 1966

Miss Ellen Jacobson
4400 Albemarle Street, N. W.
Washington, D. C. 20016

Dear Ellen:

Here is a copy of the memo Susan Snyder sent and which the Stenographic Office duplicated and will include in mailing to freshmen, so all seems to be in order for WMHC.

I hope you are having a pleasant summer. See you in September.

Sincerely yours,

Ruth M. Warfel
Dean of Students

Enc.
RMW:DH

4400 Albemarle St, NW
Washington, D.C. 20016
8 August 1966

Dear Mrs. Gibson,

I'm very sorry to have inconvenienced you and kept you wondering about WMHC's plans. Frankly, I'm wondering too. We were hoping to include two fliers, one from us and one from Sarkes-Tarzian advertising their radios. Unfortunately, Sarkes-Tarzian isn't communicating these days, so without their flier ours would be useless. Therefore, I have made our project a cliff hanger and a last minute thing simply in the hopes that Sarkes-Tarzian would come through. Since they haven't, I'm afraid we can't be included in the Freshman mailing.

While I have your ear, however, I would like to propose an alternative. Would it be possible for me to come up to school on Saturday, September 17, instead of Sunday? This way, if the other fliers ever do come through, we could put them on the Freshmen's desks before they get there instead of about two weeks later as we did last year. I will probably be in Ham Hall (I hope) and I know Mrs. Lobl wouldn't mind in the least.

Please accept my apologies for holding you up for so long.

Sincerely,

Ellen Jacobson
Program Director, WMHC-FM

AUG 10 1966

MEMORANDUM

To: Class of 1970
From: WMHC-FM, your Mount Holyoke College radio station

WMHC-FM extends to all of you a welcome from Mount Holyoke. Undoubtedly by this time you have received many welcomes, notices, and advertisements. This, in a sense, is all three.

When you arrive at Mount Holyoke, you will be given the WMHC-FM fall schedule. In it you will notice programs covering all types of radio entertainment. At 90.7 on your FM dial you will hear news and jazz, folk, classical, and rock and roll music; in addition you will find a variety of educational programs geared to satisfy your listening tastes. Operated and financed by the student body, we plan our broadcasts to represent your interests; and as the student voice of MHC, we serve as one of the major forms of communication on campus.

We realize that since WMHC is on an FM frequency you may not have a radio which receives our signal. Therefore we have arranged for you to be able to purchase a fine quality radio at a wholesale price: FM table model radio at $15.95 and an AM/FM radio at $22.00. (The savings are passed on to you; we receive no profit from your purchase.) If you need an FM radio do consider this offer--it is quite reasonable.

As you tune in on our wave length and join our listening audience, you will become more familiar with WMHC-FM...and if you develop an interest in this form of communications, we will be glad to interview you for candicacy to our training program. Thank you for your attention; WMHC is looking forward to having you at Mount Holyoke.

See you in the fall and good luck!

---

Enclosed is _____ to cover the cost of ___ Sarkes-Tarzian table model radios at:

$15. 95, FM model
$22.00, AM/FM model

Please pay in form of check or money order made payable to WMHC-FM.
Send order to:

Susan Snyder
WMHC-FM
c/o Mount Holyoke College
South Hadley, Massachusetts

Name of purchaser:

_____

_____
Address

_____
City State

AUG 10 1966

August 7, 1966

Miss Doris Hutchinson
Assistant Dean of Residence
Mount Holyoke College
South Hadley, Massachusetts

Dear Miss Hutchinson:

Enclosed please find the proposed insert for WMHC-FM. I will call Tuesday morning at 11:30; and we can discuss any revisions you may wish to make at that time.

Thank you for your consideration, Miss Hutchinson. In light of the emergency this weekend, I certainly appreciate it.

Thanks again.

Sincerely,

Susan L. Snyder

Susan L. Snyder

SLS/ecs

If you could please phone Susan Snyder 7/10/66
OK all OK - she is pleased with
- for included.
2:15 pm.

14 Wendell Street
Cambridge, Mass.
August 14, 1956

Miss Ruth Wartel
Dean of Residence
Mount Holyoke College
South Hadley, Massachusetts

Dear Miss Wartel:

I just want to thank you for your help last week. Certainly we appreciate all that you have done for us. I will get in touch with you early in September to discuss moving into our new studios.

Thanks again.

Sincerely,

Susan Snyder

Radio Station WMHC

AUG 16 1966

14 Wendell Street
Cambridge, Mass.
August 14, 1966

Miss Ruth Warfel
Dean of Residence
Mount Holyoke College
South Hadley, Massachusetts

Dear Miss Warfel:

I just want to than you for your help last week. Certainly we appreciate all that you have done for us. I will get in touch with you early in September to discuss moving into our new studios.

Thanks again.

Sincerely,

Susan Snyder

Susan Snyder

MOUNT
HOLYOKE
COLLEGE

SOUTH HADLEY, MASSACHUSETTS 01075

Office of the Dean of Students
November 1, 1967

To: Campus Security (copies also sent to halls concerned)
Maintenance Department
Miss Nadine Shepardson
Jill Dardig, Manager WMHC Radio Studio
From: Doris E. Hutchinson
Re: WMHC Radio Studio

Below is the schedule for the Radio Studio until further notice.

Will you please plan to lock the Laboratory Theatre at the usual hours for all except those on duty at the Studio. Then, when the station closes for the night, the WMHC staff member on duty is responsible for turning off equipment, closing windows and locking doors.

As in the past, Security will escort the students to their halls at the times indicated and let them in their halls.

Security should also check on their rounds to be sure all is in order.

Mondays
to 11 p.m.--Maxine Jones (Pearsons)
Beverly Butler (Pearsons)
to midnight--Judith Costello (No. Rockefeller)
?

Tuesdays
to 11 p.m.--Virginia Beth (Mead)
to midnight--Jill Dardig (1837)
Martha Tolmach (1837)

Wednesdays
to 11 p.m.--Carol Salomon (Pearsons)
to midnight--Ellen Jacobson (Ham)
Valerie Bryan (Mead)

Thursdays
to 11 p.m.--Joyce Laquidara (Prospect)
to midnight--Michele Donigian (MacGregor)
Linda Tarbell (MacGregor)

Sundays
?
to midnight--Sarah Sanderlin (Pearsons)
Anne Chalfant (Pearsons)

Jill Dardig is the new Head of WMHC.

Doris E. Hutchinson